



WDAF-TV

## ORDER

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<u>Contract / Revision</u>	<b>583159</b>	/	<b>MO FOR HEALTH &amp; EDU</b>	<u>Alt Order #</u>	<b>09842357</b>
<u>Original Date / Revision</u>	<u>Agency Com</u> 15%		<u>Billing Type</u>	Cash	
10/15/12 10/15/12		<u>Billing Contact</u>	<u>Order Type</u>	GENERAL	
<u>Advertiser</u> Mo 4 Health & Education				<u>Billing Cycle</u>	EOM/EOC
		<b>650 Massachusetts Ave NW Suite 210 Washington, DC 20001</b>		<u>Billing Calendar</u>	BROADCAST
<u>Agency</u>	<b>Buying Time LLC</b>		<u>Demographic</u>	A35+	
<u>Buying Contact</u>	<u>Sales Office</u> DC-M		<u>Rev Codes</u>	SP-POL	ISS
		<u>Sales Region</u> NAT	<u>Product Codes</u>	PL2C	
<b>650 Massachusetts Ave NW Suite 210</b>		<u>Agency Ref</u>	<u>Priority</u>	1	
			<u>Advertiser Ref</u>		

#### **Primary Account Executive**

### Primary Ass

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 20% Market Value 181825

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	38%	69093
KCWE	%	0
KMBC	29%	52729
KMCI	%	0
KPXE	%	0
KSHB	13%	23637
KSMO	%	0

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	38	\$30,910.25	\$36,365.00	0.00	10/26/12	11/05/12	38	\$30,910.25	\$36,365.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
E 1	4	10/30/12	10/30/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	-T-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
				FOX News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--T-----		1	\$300.00			0.00					
E 2	4	10/31/12	10/31/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	--W-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
				FOX News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W-----		1	\$300.00			0.00					
E 3	4	11/01/12	11/01/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	---T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00
				FOX News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1	\$300.00			0.00					



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Contract / Revision 583159 Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:15:00

Advertiser Mo 4 Health &amp; Education Product MO FOR HEALTH &amp; EDU Estimate # 2429

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
E 4	4	11/02/12	11/02/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	----F--	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12		11/04/12		----F--						1	\$300.00	0.00			
E 5	4	11/05/12	11/05/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 11/05/12		11/11/12		M-----						1	\$300.00	0.00			
E 6	4	11/01/12	11/01/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12		11/04/12		---T---						1	\$1,000.00	0.00			
E 7	4	10/31/12	10/31/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	--W----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12		11/04/12		--W----						1	\$825.00	0.00			
E 8	4	11/02/12	11/02/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	----F--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12		11/04/12		----F--						1	\$825.00	0.00			
E 9	4	11/05/12	11/05/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	M-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 11/05/12		11/11/12		M-----						1	\$825.00	0.00			
E 10	4	10/30/12	10/30/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-T-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12		11/04/12		-T-----						1	\$825.00	0.00			
E 11	4	11/05/12	11/05/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	M-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 11/05/12		11/11/12		M-----						1	\$825.00	0.00			
E 12	4	10/30/12	10/30/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	-T-----	:30	1	\$150.00	2	0.00	NM	1	\$150.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12		11/04/12		-T-----						1	\$150.00	0.00			
E 13	4	10/31/12	10/31/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	--W----	:30	1	\$150.00	2	0.00	NM	1	\$150.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12		11/04/12		--W----						1	\$150.00	0.00			
E 14	4	11/01/12	11/01/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	---T---	:30	1	\$150.00	2	0.00	NM	1	\$150.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 11/01/12		11/01/12		---T---						1	\$150.00	0.00			



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**Contract / Revision**

**583159** Flight Dates 10/30/12-11/05/12

## Hiatus Dates

**Original Date / Revision**

10/15/12 / 10/15/12

Order Sep 00:15:00

Advertiser Mo 4 Health & Education

Product MO FOR HEALTH & EDU

Estimate # 2429



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**Contract / Revision** 583159 **Flight Dates** 10/30/12-11/05/12 **Hiatus Dates**

Original Date / Revision 10/15/12 / 10/15/12 Order Sep 00:15:00

**Advertiser Mo 4 Health & Education Product MO FOR HEALTH & EDU Estimate # 2429**



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Contract / Revision

583159

Flight Dates 10/30/12-11/05/12

Hijatus DatesOriginal Date / Revision

10/15/12 / 10/15/12

Order Sep 00:15:00Advertiser Mo 4 Health & EducationProduct MO FOR HEALTH & EDUEstimate # 2429

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
E 34	4	10/30/12	10/30/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	-T-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
<b>News</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1	\$1,800.00			0.00					
E 35	4	10/31/12	10/31/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	--W-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
<b>News</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W-----		1	\$1,800.00			0.00					
E 36	4	11/01/12	11/01/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
<b>News</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1	\$1,800.00			0.00					
E 37	4	11/02/12	11/02/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
<b>News</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1	\$1,800.00			0.00					
E 38	4	11/05/12	11/05/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
<b>News</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$1,800.00			0.00					
													<b>Totals</b>	38 \$36,365.00	



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## ORDER

## Revision

Print Date 10/15/12

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Flight Dates 10/23/12-10/29/12

<u>Contract / Revision</u>	583117	/	MO FOR HEALTH & EDU	<u>Alt Order #</u>	09842356
<u>Original Date / Revision</u>	Agency Com 10/15/12	15% 10/15/12	<u>Billing Contact</u>	<u>Billing Type</u>	Cash
				<u>Order Type</u>	GENERAL
				<u>Billing Cycle</u>	EOM/EOC
<u>Advertiser</u>	Mo 4 Health & Education	650 Massachusetts Ave NW Suite 210 Washington, DC 20001		<u>Billing Calendar</u>	BROADCAST
<u>Agency</u>	Buying Time LLC			<u>Demographic</u>	A35+
<u>Buying Contact</u>	Sales Office 650 Massachusetts Ave NW Suite 210	DC-M NAT		<u>Rev Codes</u>	SP-POL ISS
				<u>Product Codes</u>	PL2C
				<u>Priority</u>	2
				<u>Advertiser Ref</u>	

Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 20% Market Value 181750

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	38%	69065
KCWE	%	0
KMBC	29%	52707
KMCI	%	0
KPXE	%	0
KSHB	13%	23627
KSMO	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	25	\$22,950.00	\$27,000.00	0.00	10/01/12	10/28/12	26	\$22,950.00	\$27,000.00
November 2012	7	\$7,947.50	\$9,350.00	0.00	10/29/12	10/29/12	7	\$7,947.50	\$9,350.00
<b>Totals</b>	<b>32</b>	<b>\$30,897.50</b>	<b>\$36,350.00</b>	<b>0.00</b>					

## Billing Plan



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Contract / Revision

583117 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision

10/15/12/ 10/15/12

Order Sep 00:15:00Advertiser Mo 4 Health & EducationProduct MO FOR HEALTH & EDUEstimate # 2428

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
E 3	4	10/25/12	10/25/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---T---	:30	1	\$500.00	1	0.00	NM	1	\$500.00	
Noons News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		---T---		1	\$500.00			0.00						
E 4	4	10/26/12	10/26/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$500.00	1	0.00	NM	1	\$500.00	
Noons News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		----F--		1	\$500.00			0.00						
E 5	4	10/29/12	10/29/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00	
Noons News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12		M-----		1	\$500.00			0.00						
E 6	4	10/23/12	10/23/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	-T-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		-T-----		1	\$1,800.00			0.00						
E 7	4	10/24/12	10/24/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	--W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		--W----		1	\$1,800.00			0.00						
E 8	4	10/25/12	10/25/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		---T---		1	\$1,800.00			0.00						
E 9	4	10/26/12	10/26/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		----F--		1	\$1,800.00			0.00						
E 10	4	10/29/12	10/29/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12		M-----		1	\$1,800.00			0.00						
E 11	4	10/23/12	10/23/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	-T-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		-T-----		1	\$300.00			0.00						
E 12	4	10/24/12	10/24/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	--W----	:30	1	\$300.00	2	0.00	NM	1	\$300.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		--W----		1	\$300.00			0.00						
E 13	4	10/25/12	10/25/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	---T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		---T---		1	\$300.00			0.00						



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**Contract / Revision**

**583117** Flight Dates 10/23/12-10/29/12

## Hiatus Dates

**Original Date / Revision**

10/15/12 / 10/15/12

Order Sep 00:15:00

Advertiser Mo 4 Health & Education

Product MO FOR HEALTH & EDU

Estimate # 2428



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Contract / Revision

583117      Flight Dates 10/23/12-10/29/12

Hiatus DatesOriginal Date / Revision

10/15/12 / 10/15/12

Order Sep 00:15:00Advertiser Mo 4 Health & EducationProduct MO FOR HEALTH & EDUEstimate # 2428Totals

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 23	4	10/25/12	10/25/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	---T---	:30	1	\$825.00	1	0.00	NM	1	\$825.00
<b>FOX News</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 ---T---															
E 24	4	10/26/12	10/26/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	----F--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
<b>FOX News</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 ----F--															
E 25	4	10/29/12	10/29/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	M-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
<b>FOX News</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 M-----															
E 26	4	10/29/12	10/29/12	Monday Prime A FOX Prime Monday 7-8p	CM-All	7p-8p	M-----	:30	1	\$3,300.00	1	0.00	NM	1	\$3,300.00
<b>BONES</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 M-----															
E 27	4	10/23/12	10/23/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	-T-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
<b>News</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 -T-----															
E 28	4	10/24/12	10/24/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	--W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
<b>News</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 --W----															
E 29	4	10/25/12	10/25/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
<b>News</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 ---T---															
E 30	4	10/29/12	10/29/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
<b>News</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 M-----															
E 31	4	10/23/12	10/23/12	Tuesday Prime B New Girl / Mindy Project	CM-All	8p-9p	-T-----	:30	1	\$2,800.00	2	0.00	NM	1	\$2,800.00
<b>NEW GIRL/MINDY PROJECT</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 -T-----															
E 32	4	10/28/12	10/26/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	-----S	:30	1	\$1,800.00	1	0:00	NM	1	\$1,800.00
<b>News</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 -----S															

Totals

32 \$36,350.00



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## ORDER

Print Date 10/15/12 Page 1 of 2

Flight Dates 10/16/12-10/22/12

Contract / Revision 583111 / Product MO FOR HEALTH & EDU  
Original Date / Revision 10/15/12 10/15/12 Estimate # 2427  
Agency Com 15% Alt Order # 09842354  
Billing Contact Billing Type Cash  
Advertiser Mo 4 Health & Education Order Type GENERAL  
Address 650 Massachusetts Ave NW Billing Cycle EOM/EOC  
Agency Buying Time LLC Billing Calendar BROADCAST  
Buying Contact Demographic A25-54  
Sales Office DC-M Rev Codes SP-POL ISS POL  
Sales Region NAT Product Codes PL2C  
Agency Ref Priority 1  
Advertiser Ref

650 Massachusetts Ave NW  
Suite 210  
Washington, DC 20001

Buying Time LLC  
Buying Contact  
Sales Office DC-M  
Sales Region NAT  
Agency Ref

650 Massachusetts Ave NW  
Suite 210  
Washington, DC 20001

Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 21% Market Value 54761

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	38%	20809
KCWE	%	0
KMBC	29%	15880
KMCI	%	0
KPXE	%	0
KSHB	12%	6571
KSMO	%	0

Month	# of Spots	Order Totals			Billing Plan				
		Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	10	\$9,775.00	\$11,500.00	0.00	10/01/12	10/22/12	10	\$9,775.00	\$11,500.00
Totals	10	\$9,775.00	\$11,500.00	0.00					

Ln	Ch	Start	End	Inventory Code	Billing Plan					Totals						
					Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	4	10/16/12	10/16/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p		-T-----	.30	1	\$500.00	1	0.00	NM	1	\$500.00
Noons News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 -T----- 1 \$500.00 0.00																
E 2	4	10/17/12	10/17/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p		--W----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
Noons News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 --W---- 1 \$500.00 0.00																
E 3	4	10/18/12	10/18/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p		---T---	:30	1	\$500.00	1	0.00	NM	1	\$500.00
Noons News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 ---T--- 1 \$500.00 0.00																



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Contract / Revision 583111 Flight Dates 10/16/12-10/22/12 Hiatus Dates

Original Date / Revision 10/15/12 / 10/15/12 Order Sep 00:15:00

Advertiser Mo 4 Health &amp; Education Product MO FOR HEALTH &amp; EDU Estimate # 2427

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Type	Spots	Amount
E 4	4	10/19/12	10/19/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
Noons News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		----F--		1				\$500.00		0.00			
E 5	4	10/22/12	10/22/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
Noons News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/22/12	10/28/12		M-----		1				\$500.00		0.00			
E 6	4	10/16/12	10/16/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	-T-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		-T-----		1				\$1,800.00		0.00			
E 7	4	10/17/12	10/17/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	--W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		--W----		1				\$1,800.00		0.00			
E 8	4	10/18/12	10/18/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		---T---		1				\$1,800.00		0.00			
E 9	4	10/19/12	10/19/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	-----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		-----F--		1				\$1,800.00		0.00			
E 10	4	10/22/12	10/22/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/22/12	10/28/12		M-----		1				\$1,800.00		0.00			
												Totals	10	\$11,500.00	